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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/218,120	12/21/1998	TADAMASA KITSUKAWA	80398.P160	3528
7590	04/20/2005		EXAMINER	
BLANKELY SOKOLOFF TAYLOR & ZAFMAN 12400 WILSHIRE BOULEVARD 7TH FLOOR LOS ANGELES, CA 90025			LONSBERRY, HUNTER B	
			ART UNIT	PAPER NUMBER
			2611	

DATE MAILED: 04/20/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/218,120	KITSUKAWA ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Hunter B. Lonsberry	2611	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 30 July 2004.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 2-10,12-18,20-38,40-43,45-68,71-80,83-92 and 100-113 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 2-10,12-18,20-38,40-43,45-68,71-80,83-92 and 100-113 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)                     |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                    | Paper No(s)/Mail Date. _____.   |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____. | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
|   | 6) <input type="checkbox"/> Other: _____.                                   |

**DETAILED ACTION**

***Response to Arguments***

The indicated allowability of claims 20, 21, 78, 79, 90, 91, 110 and 11 is withdrawn in view of the newly discovered reference(s) to Picco. Rejections based on the newly cited reference(s) follow.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 2-4, 6, 7, 9, 10, 17, 18, 22-25, 28-37, 43, 45, 48-55, 62-68, 72-77, 80, 84-87, 89, 92, 100-101, 103, 104, 109 and 113 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 5,287,181 to Holman in view of the Web Ad Blockers article.

Regarding claims 20-21, and 50, Holman discloses a method for providing electronic coupons comprising:

Receiving coupon information for at least one item associated with a broadcast of a program (column 6, lines 5-39);

Enabling selection of one of a plurality of coupon modes, including a coupon display mode (coupon modes are a display of stored coupons, figure 1, column 6, lines 39-64, and regular display mode with an icon to indicate a coupon is available, column 6, lines 5-42).

Utilizing a coupon mode and alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected (an logo or emblem 40 is displayed onscreen, column 6, lines 5-12).

Holman does not disclose a plurality of coupon display modes, displaying the coupon information along with the program broadcast or receiving and storing coupon information prior to the broadcast of a program and using timing data to link the coupon information to the corresponding program.

The Web Ad Blockers article discloses several software packages that enable a user to prevent the display of banner ads or pop up ads, or provide alternate display of ads, these different display modes are selected by the user (entire document), thereby enabling a user to decide if they wish to receive and view advertising information when it is initially transmitted.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Holman to offer different advertising/coupon display modes, as taught by Web Ad Blockers, thereby enabling a user to decide if they wish to receive and view advertising information when it is initially transmitted.

The combination of Holman and Web Ad Blockers fails to disclose receiving and storing coupon information prior to the broadcast of a program and using timing data to link the coupon information to the corresponding program.

Picco discloses in figures 9 and 10, a method for downloading local content (advertisements of interest to a user, column 6, lines 34-40) which is stored on disc, later on, the STB determines if a program requires local content data and checks to see if it is located on disk, and then inserts it into the programming (column 2, lines 58-67column 13, line 36-column 14, line 16), thereby maximizing the use of bandwidth and enabling targeted advertising to users so that a user would see an advertisement of interest.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Holman and Web Ad Blockers, to store content prior to a broadcast time as taught by Picco, thereby maximizing the use of bandwidth and enabling targeted advertising to users so that a user would see an advertisement of interest.

Regarding claims 2, 51, and 100, Holman discloses an electronic coupon display system, which receives coupon information along with program data (column 6, lines 5-12) and stores the coupon information (column 6, lines 34-38).

Regarding claims 3, 33, 52, 67, Holman discloses the use of a smart card used by a viewer (column 6, lines 56-64), and that coupon information is stored locally for any coupon data a user is interested in (column 6, lines 24-38).

Regarding claims 4, 34, 68, and Holman discloses in Figure 2, an electronic coupon system that displays a logo 40 alerting a viewer that a coupon is available. Holman does not disclose the use of a HDTV system. The examiner takes official notice that the use of HDTV is well known within the art. Therefore it would have been obvious to one skilled in the art at the time of invention to modify Holman to display and include electronic coupons on HDTV systems thereby enlarging the number of viewers available to advertisers.

Regarding claims 6, 35, 53, 72, 84, and 103, Holman discloses in Figure 2, an electronic coupon system that displays a logo 40 alerting a viewer that a coupon is available. Holman does not disclose the use of a tone to alert a viewer of a coupon. The examiner takes official notice that the use of a tone to alert a viewer is well known within the art. Therefore it would have been obvious to one skilled in the art at the time of invention to modify Holman to include a tone in order to alert a viewer who may be away from the television that a coupon is available.

Regarding claims 7, 36, 54, 73, 75, 85, Holman discloses in Figure 2, an electronic coupon system which displays a logo 40 alerting a viewer that a coupon is available and is superimposed over the displayed video (column 6, lines 5-7).

Regarding claim 8, Holman discloses in Figure 2, an electronic coupon system that displays a logo 40 alerting a viewer that a coupon is available for a selected product (column 6, lines 5-7, 23-27).

Regarding claims 9, 37, 55, 74, 86 and 104, Holman discloses in Figure 2, an electronic coupon system which displays a logo 40 alerting a viewer that a coupon is available, a viewer may press a view button 9 (Figure 1) additional information regarding the coupon is displayed (column 6, lines 5-38).

Regarding claims 17, 43, 63, and 87 Holman discloses an electronic coupon system which overlays coupon information over the displayed TV program (column 6, lines 5-12).

Regarding claims 18, 76 and 88, Holman discloses an electronic coupon system which overlays coupon information over the displayed TV program (column 6, lines 5-12).

The combination of Holman, Web Ad Blockers and Picco does not disclose a system in which a user may select what part of the display the coupon information should be overlaid upon.

The examiner takes official notice that user customizable displays are well known within the art. User customizable displays enable a user to determine the optimal way to view content.

Therefore it would have been obvious to one skilled in the art at the time of invention to modify the combination of Holman, Web Ad Blockers and Picco to allow a user to choose where to display coupon information via a customizable display, so that the displayed data is displayed in an optimal format.

Regarding claims 21, 78, 91 and 111, Holman discloses receiving timing data that links the coupon information to the corresponding program (column 11, lines 11-16).

Regarding claims 22, 32, 64, 80, and 92, Holman discloses an electronic coupon system that provides coupons related to a product onscreen during an advertisement (column 6, lines 5-38).

The combination of combination of Holman, Web Ad Blockers and Picco does not disclose providing coupon information during a variety of programs.

The examiner takes official notice that the use of a set top box for displaying live television programs, prerecorded television programs, live television commercials,

prerecorded television commercials, movies and pay per view programming is well known in the art and enables a user to view a wide variety of entertaining and informative programs

Therefore it would have been obvious to one skilled in the art at the time of invention to modify the combination of Holman, Web Ad Blockers and Picco to display coupon information during a variety of television events to provide a subscriber coupon information for products to provide additional opportunities for a subscriber to view coupon information during a wide variety of entertaining and informative programming.

Regarding claim 23, Holman discloses an electronic coupon system that provides coupons related to a product onscreen such as Coke® (column 6, lines 5-38).

The combination of Holman, Web Ad Blockers and Picco does not disclose generating coupons for services.

The examiner takes official notice that coupons related to services are well known within the art. Many companies utilize coupons for services, in order to recruit additional customers.

Therefore it would have been obvious to one skilled in the art at the time of invention to modify the combination of Holman, Web Ad Blockers and Picco to include coupons for services in order to recruit additional customers.

Regarding claim 24, Holman discloses an electronic coupon system that generates coupons related to a product, which is advertised onscreen (column 6, lines 5-12).

Regarding claims 25, 45, and 65, Holman discloses an electronic coupon system, which alerts a user when a coupon is available by displaying an icon during scenes in an advertisement (column 6, lines 5-38).

Regarding claims 28, 48, and 62, Holman discloses an electronic coupon system in which items advertised during commercials may have an associated coupon which is downloaded into a set top box (column 6, lines 5-20), the coupon may be stored for a set amount of time before it becomes invalid (column 18, lines 30-47).

Regarding claims 29, 49, 66, and 113, Holman discloses an electronic coupon system which alerts a user when a coupon is available by displaying an icon during scenes in an advertisement, displays advertising information, and displays information during the broadcast of the advertisement (column 6, lines 5-38).

Regarding claim 30, Holman discloses a broadcasting system comprising:  
A processor (figure 3, coupon decoder 111 coupled to a display device via video output 65/67 (column 9, line 42-column 10, line 6)

Receiving coupon information for at least one item associated with a broadcast of a program (column 6, lines 5-39);

Enabling selection of one of a plurality of coupon modes, including a coupon display mode (coupon modes are a display of stored coupons, figure 1, column 6, lines 39-64, and regular display mode with an icon to indicate a coupon is available, column 6, lines 5-42).

Utilizing a coupon mode and alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected (an logo or emblem 40 is displayed onscreen, column 6, lines 5-12).

Holman does not disclose a plurality of coupon display modes, displaying the coupon information along with the program broadcast or receiving and storing coupon information prior to the broadcast of a program.

The Web Ad Blockers article discloses several software packages that enable a user to prevent the display of banner ads or pop up ads, or provide alternate display of ads, these different display modes are selected by the user (entire document), thereby enabling a user to decide if they wish to receive and view advertising information when it is initially transmitted.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Holman to offer different advertising/coupon display modes, as taught by Web Ad Blockers, thereby enabling a user to decide if they wish to receive and view advertising information when it is initially transmitted.

The combination of Holman and Web Ad Blockers fails to disclose receiving and storing coupon information prior to the broadcast of a program.

Picco discloses in figures 9 and 10, a method for downloading local content (advertisements of interest to a user, column 6, lines 34-40) which is stored on disc, later on, the STB determines if a program requires local content data and checks to see if it is located on disk, and then inserts it into the programming (column 2, lines 58-67column 13, line 36-column 14, line 16), thereby maximizing the use of bandwidth and enabling targeted advertising to users so that a user would see an advertisement of interest.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Holman and Web Ad Blockers, to store content prior to a broadcast time as taught by Picco, thereby maximizing the use of bandwidth and enabling targeted advertising to users so that a user would see an advertisement of interest.

Regarding claim 31, Holman discloses in Figures 2 and 3, an electronic coupon system with a display 39 and processor 117.

Regarding claims 77, 89, and 109, Holman discloses an electronic coupon system that downloads coupon information at the same time an advertisement is displayed (column 6, lines 5-12).

Regarding claims 78 and 90, Holman discloses a broadcasting system comprising:

Receiving coupon information for at least one item (column 6, lines 5-39);

Transmitting coupon information for at least one item associated with a broadcast of a program (column 6, lines 5-39);

Synchronizing the coupon information with the display of a corresponding at least one item during the broadcast of a program (logo 40 is displayed during a commercial to indicate a coupon is available, column 6, lines 5-12,

Utilizing a coupon mode and alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected (an logo or emblem 40 is displayed onscreen, column 6, lines 5-12)

Enabling selection of one of a plurality of coupon modes, including a coupon display mode (coupon modes are a display of stored coupons, figure 1, column 6, lines 39-64, and regular display mode with an icon to indicate a coupon is available, column 6, lines 5-42).

Holman does not disclose a plurality of coupon display modes, displaying the coupon information along with the program broadcast or receiving and storing coupon information prior to the broadcast of a program.

The Web Ad Blockers article discloses several software packages that enable a user to prevent the display of banner ads or pop up ads, or provide alternate display of ads, these different display modes are selected by the user (entire document), thereby

enabling a user to decide if they wish to receive and view advertising information when it is initially transmitted.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Holman to offer different advertising/coupon display modes, as taught by Web Ad Blockers, thereby enabling a user to decide if they wish to receive and view advertising information when it is initially transmitted.

The combination of Holman and Web Ad Blockers fails to disclose receiving and storing coupon information prior to the broadcast of a program.

Picco discloses in figures 9 and 10, a method for downloading local content (advertisements of interest to a user, column 6, lines 34-40) which is stored on disc, later on, the STB determines if a program requires local content data and checks to see if it is located on disk, and then inserts it into the programming (column 2, lines 58-67column 13, line 36-column 14, line 16), thereby maximizing the use of bandwidth and enabling targeted advertising to users so that a user would see an advertisement of interest.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Holman and Web Ad Blockers, to store content prior to a broadcast time as taught by Picco, thereby maximizing the use of bandwidth and enabling targeted advertising to users so that a user would see an advertisement of interest.

Regarding claim 110, Holman discloses an apparatus (figures 1-3) for providing electronic coupons comprising:

Means 111 for receiving coupon information for at least one item associated with a broadcast of a program (column 6, lines 5-39);

Means (display list button 13, column 6, lines 39-44) ,for enabling selection of one of a plurality of coupon modes, including a coupon display mode (coupon modes are a display of stored coupons, figure 1, column 6, lines 39-64, and regular display mode with an icon to indicate a coupon is available, column 6, lines 5-42).

Means for alerting a viewer when the coupon information is available in the coupon mode when the coupon mode is selected (an logo or emblem 40 is displayed onscreen, column 6, lines 5-12).

Holman does not disclose a plurality of coupon display modes, displaying the coupon information along with the program broadcast or receiving and storing coupon information prior to the broadcast of a program and using timing data to link the coupon information to the corresponding program.

The Web Ad Blockers article discloses several software packages that enable a user to prevent the display of banner ads or pop up ads, or provide alternate display of ads, these different display modes are selected by the user (entire document), thereby enabling a user to decide if they wish to receive and view advertising information when it is initially transmitted.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify Holman to offer different advertising/coupon display modes, as

taught by Web Ad Blockers, thereby enabling a user to decide if they wish to receive and view advertising information when it is initially transmitted.

The combination of Holman and Web Ad Blockers fails to disclose receiving and storing coupon information prior to the broadcast of a program and using timing data to link the coupon information to the corresponding program.

Picco discloses in figures 9 and 10, a method for downloading local content (advertisements of interest to a user, column 6, lines 34-40) which is stored on disc, later on, the STB determines if a program requires local content data and checks to see if it is located on disk, and then inserts it into the programming (column 2, lines 58-67column 13, line 36-column 14, line 16), thereby maximizing the use of bandwidth and enabling targeted advertising to users so that a user would see an advertisement of interest.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Holman and Web Ad Blockers, to store content prior to a broadcast time as taught by Picco, thereby maximizing the use of bandwidth and enabling targeted advertising to users so that a user would see an advertisement of interest.

3. Claims 10, 12-15, 26, 38, 40-42, 46, 56-60, 105-108 and 112 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 5,287,181 to Holman in view

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of Web Ad Blockers and U.S. Patent 6,029,045 to Picco in further view of U.S. Patent 5,559,549 to Hendricks.

Regarding claims 10, 38, 40, 56, and 105, Holman discloses an electronic coupon system, which stores coupon data on a magnetic card and may read the data back later (column 6, lines 56-64), when a user redeems the coupon, personal data about the coupon user and details of the TV program being viewed when the user selected the coupon offer are transmitted to the store owner or product manufacturer (column 11, lines 1-16).

The combination of Holman, Web Ad Blockers and Picco does not disclose a system, which stores TV program data on a removable medium and transmits the data to a collection center.

Hendricks discloses a TV program delivery system which stores a program title, description, date of airing, time of airing and broadcast channel on a set top box (column 13, lines 36-50), Hendricks later reports viewing information to the headend (column 13, lines 36-50, column 14, lines 43-60, thus providing detailed information on a program and allowing retailers to track program viewing habits of their customers allowing them to better direct their advertising resources.

Therefore it would have been obvious to one skilled in the art at the time of invention to modify Holman/Web Ad Blockers to store TV program descriptive information as taught by Hendricks on the magnetic card of Holman thus allowing

retailers to track program viewing habits of their customers allowing them to better direct their advertising resources.

Regarding claims 12, 57, and 106, Holman discloses an electronic coupon system in which coupon information is stored on a magnetic card and is read and then redeemed in a retail store (column 18, line 59-column 19, line 21).

Holman does not disclose a system, which downloads program information to a smart card and later transfers it to a program information collection center.

Hendricks discloses a CATV network, which stores program information in a set top box and later reports viewing information to the headend (column 13, lines 36-50, column 14, lines 43-60).

Therefore it would have been obvious to one skilled in the art at the time of invention to modify Holman, Web Ad Blockers and Picco to store TV program descriptive information of Hendricks on the magnetic card to allow retailers to track program viewing habits of their customers allowing them to better direct their advertising resources.

Regarding claim 13, 41, 58, and 107, Holman discloses an electronic coupon system in which a user must decide which coupons they are interested in before downloading them to a magnetic card (column 6, lines 5-64).

Web Ad Blockers determines whether or not a user desires to download banner ads, and if the user does, the ad is displayed on the user's web browser (entire article).

Regarding claim 14, 42, 59 and 108, Holman discloses an electronic coupon system in which a user must decide which coupons they are interested in before downloading them to a magnetic card (column 6, lines 5-64); once the coupons are downloaded to a card, then a user may utilize them in a store (column 14, lines 43-60).

Regarding claim 15, Holman discloses an electronic coupon system, which utilizes a magnetic card on which coupon information maybe stored, a user may swipe the card through a card reader at the time of purchase at a store, which decodes the coupon information (column 18, line 59-column 19, line21).

Regarding claims 26, 46, 60, and 112, Holman discloses an electronic coupon system in which a user utilizes a display list button 13, which brings up a coupon menu, which a user may navigate with up arrow 15 and down arrow button 17.

The combination of Holman, Web ad Blockers and Picco does not disclose the use of a program guide for navigating the coupons.

Hendricks discloses the use of a program guide menu for navigating TV programming (column 12, lines 10-42), thus providing an easy way to locate database entries.

Therefore it would have been obvious to one skilled in the art at the time of invention to modify the combination of Holman, Web Ad Blockers and Picco to include

the program guide as taught by Hendricks so that a user would have an easier time navigating available programming choices thus spending less time channel surfing.

4. Claims 27, 47, and 61 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 5,287,181 to Holman in view of Web Ad Blockers and U.S. Patent 6,029,045 to Picco in further view of U.S. Patent 6,002,394 to Bruck and <http://web.archive.org/web/19970605020004/http://www.bmwusa.com/index.html> (BMW Website).

Regarding claims 27, 47, and 61, Holman discloses a system for downloading coupons to a smart card from a CATV network.

The combination of Holman, Picco and Web Ad Blockers does not disclose providing electronic links to a manufacturer's website.

Bruck discloses an Internet accessible set top box (column 4, lines 31-42), which uses the Internet to retrieve web pages for a subscriber, thus providing an easy way to access a source for more information.

Therefore it would have been obvious to one skilled in the art at the time of invention to modify Holman/Web Ad Blockers/Picco to include Internet accessibility of Bruck thus providing an easy way to access a large information source.

The combination of Holman, Picco, Web Ad Blockers and Bruck does not disclose connecting to a manufacturer's website or electronic catalog.

The BMW website provides information on BMW's line of cars, and allows users configure a car online, so as to retrieve pricing information to make an educated buying decision (entire document).

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Holman, Picco, Web Ad Blockers and Bruck to provide a link to a manufacturer's website, as taught by BMW, thus enabling a user to learn more about a product, and make an educated buying decision.

5. Claims 5, 16, 71, 83, 101 and 102 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 5,287,181 to Holman in view of Web Ad Blockers and U.S. Patent 6,029,045 to Picco in further view of U.S. Patent 6,324,694 to Watts.

Regarding claims 5, 16, 71, 83, and 101-102, Holman discloses a stored coupon mode that allows a user to review received coupons (column 6, lines 34-64).

The Web Ad Blockers article discloses several software packages, which enable a user to prevent the display of banner ads or pop up ads, or provide alternate display of ads, these different display modes are selected by the user (entire document).

The combination of Holman, Web ad Blockers and Picco does not disclose determining a time to initially display the coupon information, when the coupon mode is selected.

Watts discloses that incoming supplementary content may be stored on a hard drive for later display (column 3, line 22-column 4, line 61), thus enabling a user to view all information at a later time, whether or not the user viewed it initially.

Therefore, it would have been obvious to one skilled in the art at the time of invention to modify the combination of Holman, Web ad Blockers and Picco to store all incoming supplementary information as taught by Watts, thereby enabling a user to review all the coupons displayed during a program, whether or not they actually viewed them at the originally broadcasted time, and decide which ones to utilize.

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Hunter B. Lonsberry whose telephone number is 571-272-7298. The examiner can normally be reached on Monday-Friday during normal business hours.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Grant can be reached on 571-272-7294. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

HBL



A handwritten signature in black ink, appearing to read "Hai Tran". Below the signature, the name "HAI TRAN" is printed in capital letters, followed by "PRIMARY EXAMINER" also in capital letters.